

FIG. 1

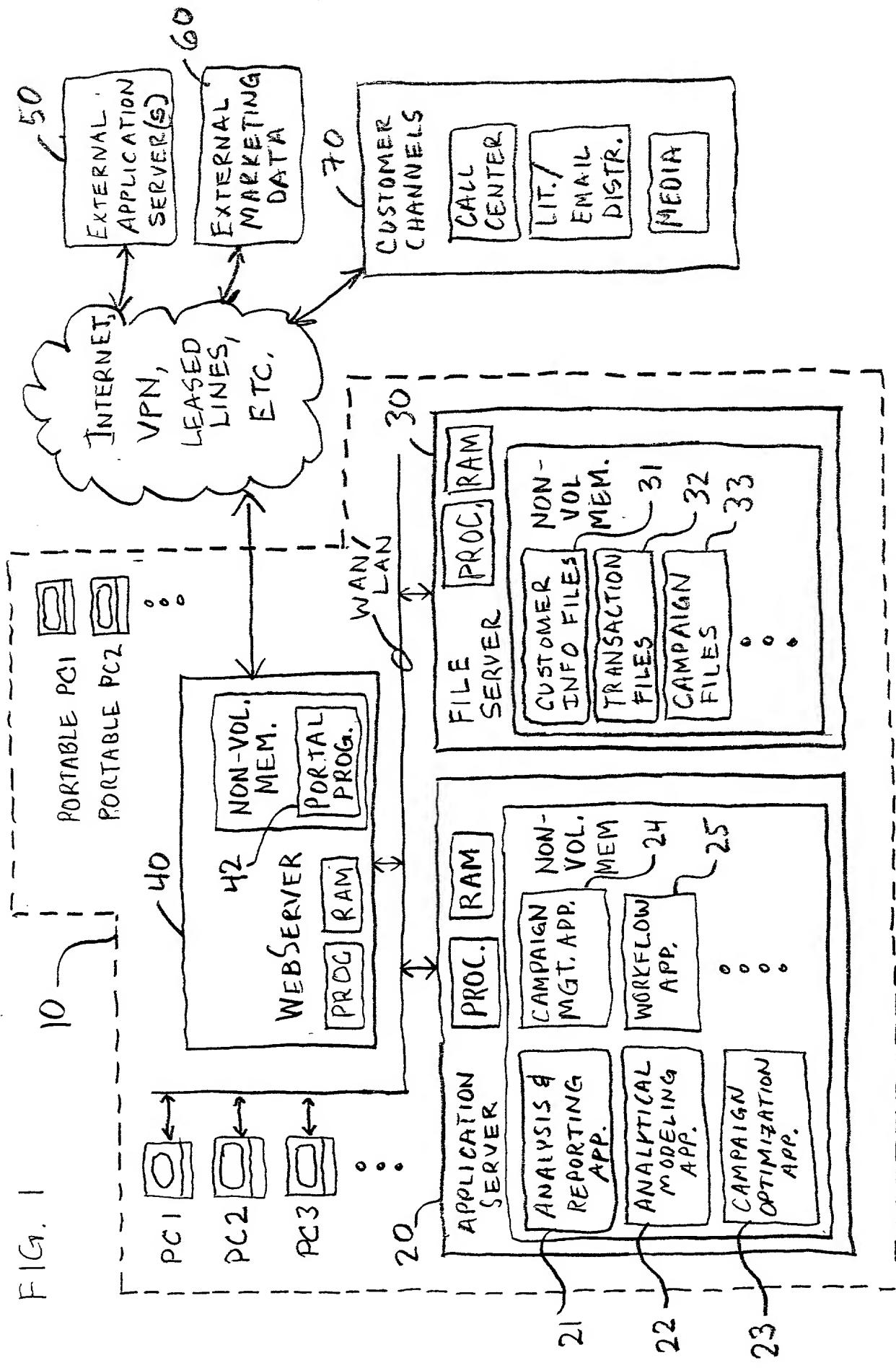
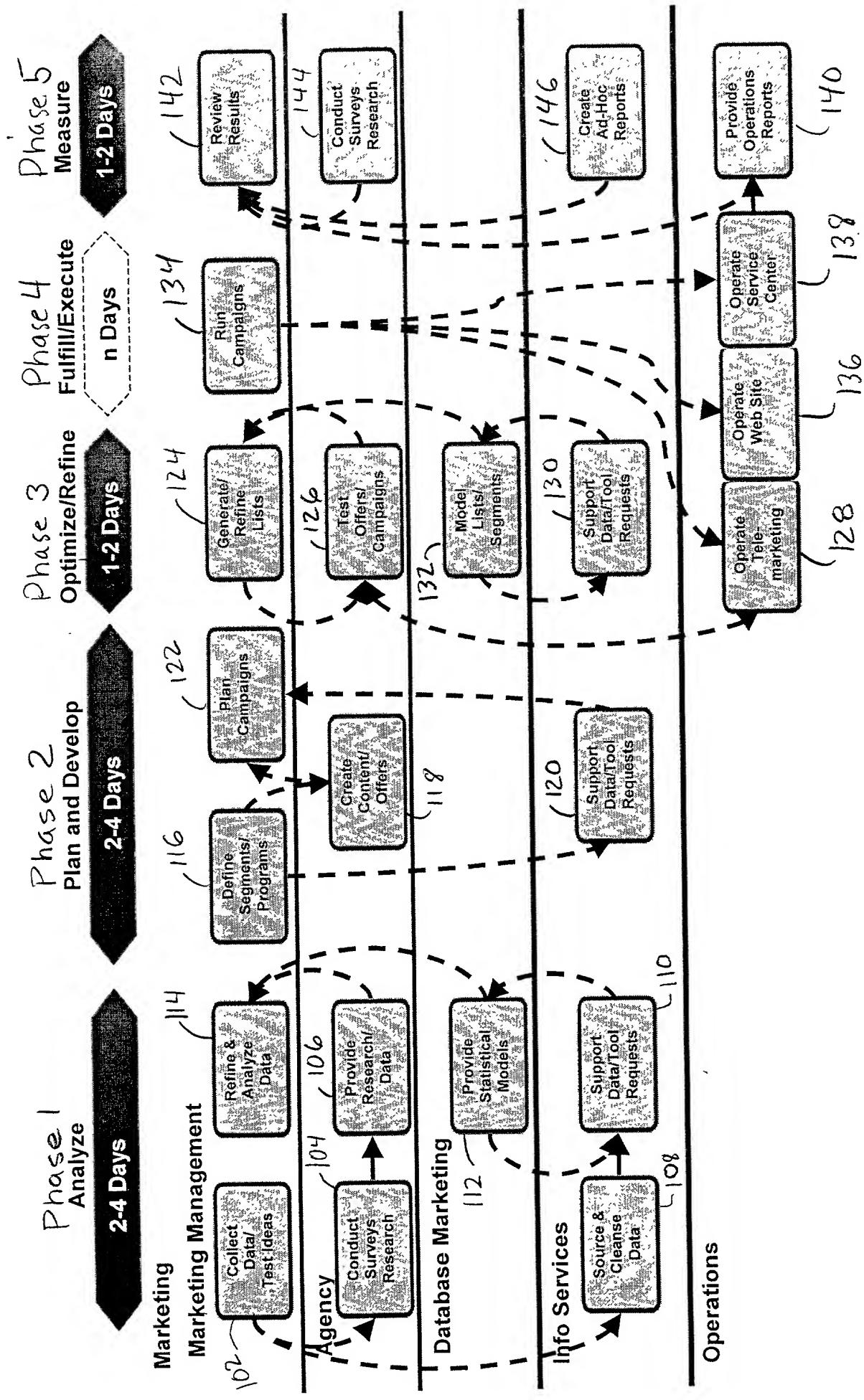


Fig. 2



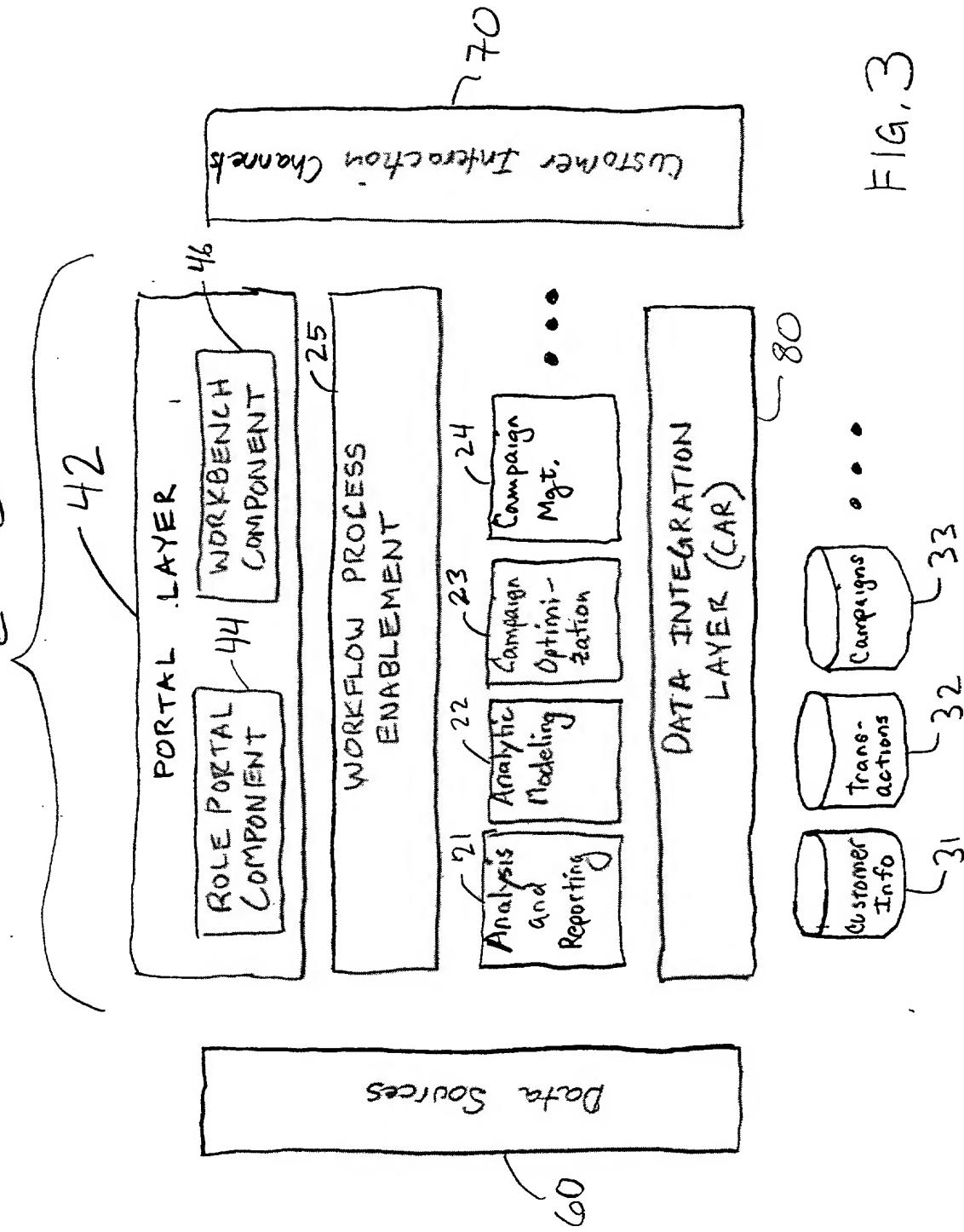
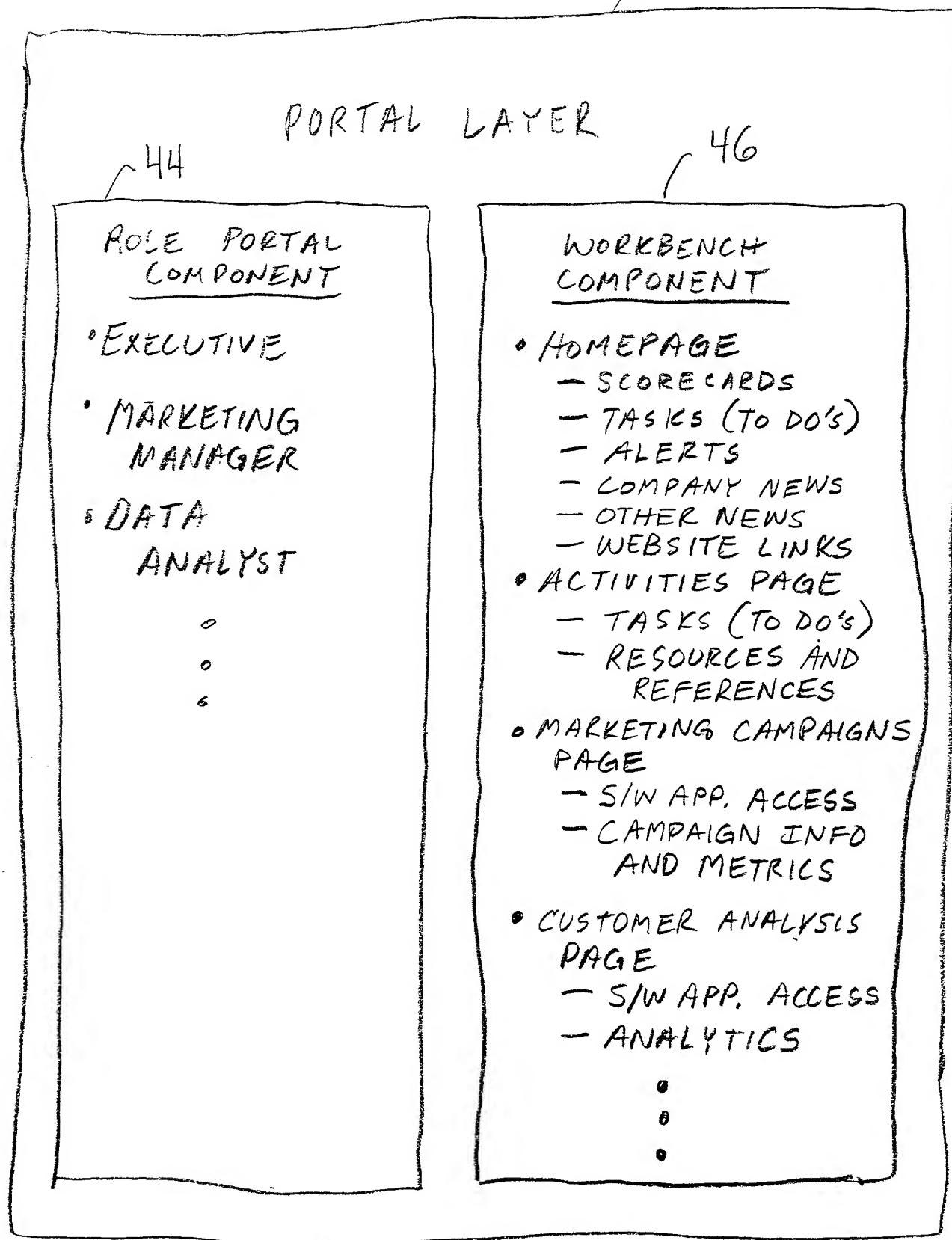
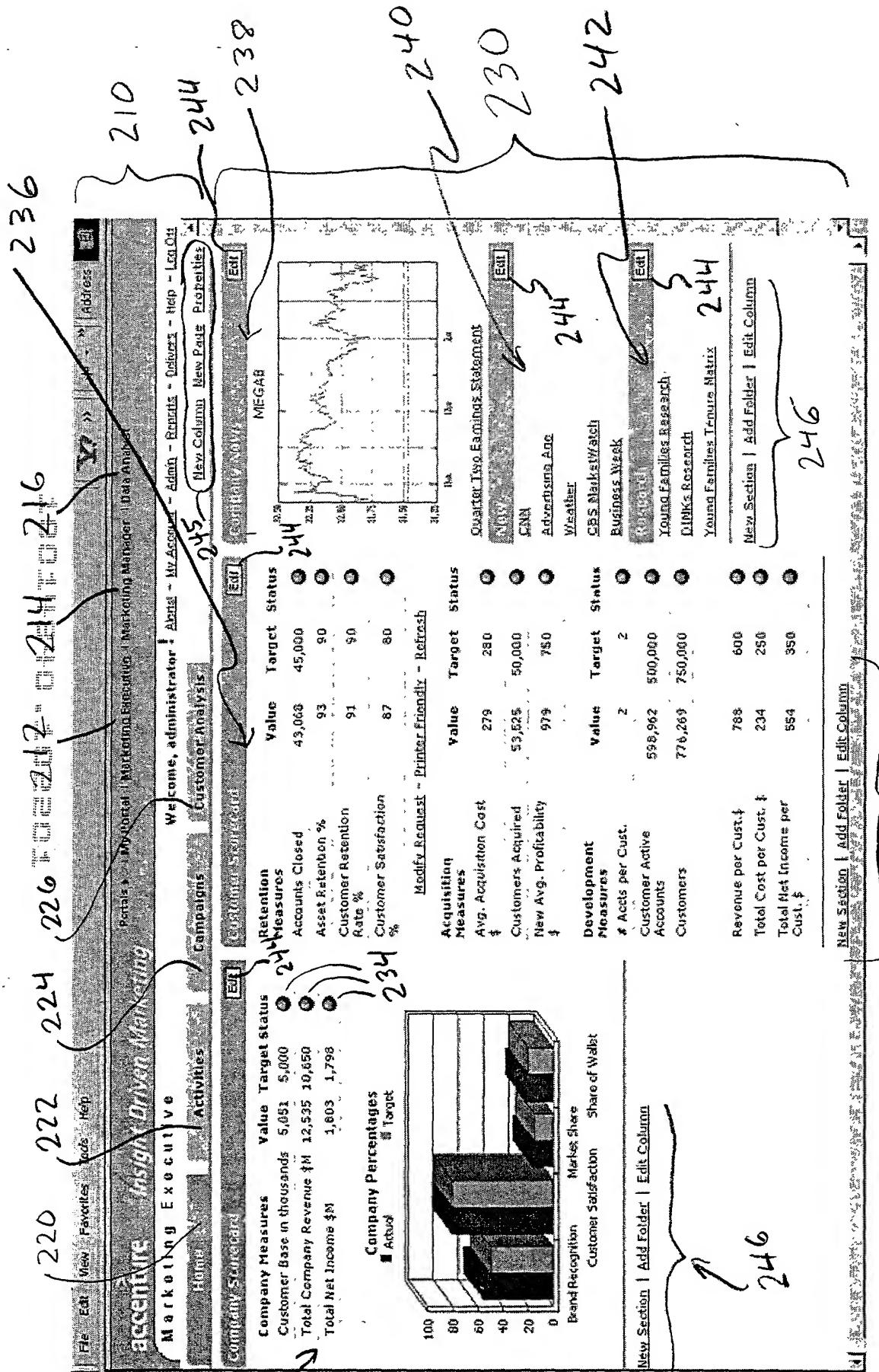


FIG. 4

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the *Journal of the Royal Society of Medicine* (1980, 73, 101-102).

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Marketing Executive

Home Activities Task Details

Marketing Activities

Filter: Maria Martinez

- Fall 2001 Marketing Strategy
- Understand Customers & Markets
- Develop Customer Strategy
- Retention
- Development
- Acquisition
- Drive Loyal Behavior Among Newly Acquired Customers
- Win-back Initiative to Recent Defectors
- Defection prevention Program
- Private Program
- Intake Customer Strategy

555

Task Details

Assignee: Maria Martinez - Marketing Manager

Manager: (612)277-8778

Phone Number: (612)277-8778

Work Item: Initiate Program

Status: Impacted

Date Assigned: 20-Jul-01

Date Due: 25-Jul-01

Input Program Name

Input forms:

Description: To start a new program strategy process, open the attached form and enter an identifying name for this process. This name will be used to maintain relationships later on in the process (es).

Actions

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FIG. 8

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Marketing Executive						
Home		Activities		Customer Analytics		
Program Types		Conversion ROI	ROI Target	Status	Customer Analytics	
Acquisition	Cross Sell	8.70%	8.00%	●	Conversion History	630
	Credit Card	8.70%	8.00%	●	Program Type	630
Consumers	Acquire	8.15%	8.00%	●	Promo Description	630
Family Home	Young Professionals	13.09%	12.80%	●	Channel	630
Loans	Develop Day Trading Accounts	10.05%	10.00%	●	Promo Data	630
Develop Day Trading Accounts	Grow Average Transaction Value	10.70%	10.20%	●	Response Rate %	630
Grow Low Transaction Value	Development Brokerage Accounts	16.20%	15.00%	●	Purchase Rate %	630
Brokerage Accounts	Development Loyalty Program Update	9.90%	8.50%	●	Conversion Rate %	630
Loyalty Program Update	Retain High Value DINK'S	10.30%	9.50%	●	34.9%	630
Retain High Value DINK'S	Retain High Value Families	12.43%	12.25%	●	40.1%	630
Retain High Value Families	Retain High Value Young Singles	11.90%	11.30%	●	31.8%	630
Retain High Value Young Singles	Retain Young Families	14.10%	14.00%	●	46.0%	630
Retain Young Families	Retain Young Singles	12.43%	12.25%	●	50.4%	630
Retain Young Singles	Retain Young Families	11.90%	11.30%	●	39.3%	630
Retain Young Families	Retain Young Singles	14.10%	14.00%	●	30.4%	630
Retain Young Singles	Retain Young Families	12.43%	12.25%	●	44.9%	630
Retain Young Families	Retain Young Singles	11.90%	11.30%	●	24.7%	630
Retain Young Singles	Retain Young Families	14.10%	14.00%	●	10.0%	630
Retain Young Families	Retain Young Singles	12.43%	12.25%	●	10.0%	630
Retain Young Singles	Retain Young Families	11.90%	11.30%	●	630	630

Fig. 9

160 - Oct - Ott 1772

Fig. 10

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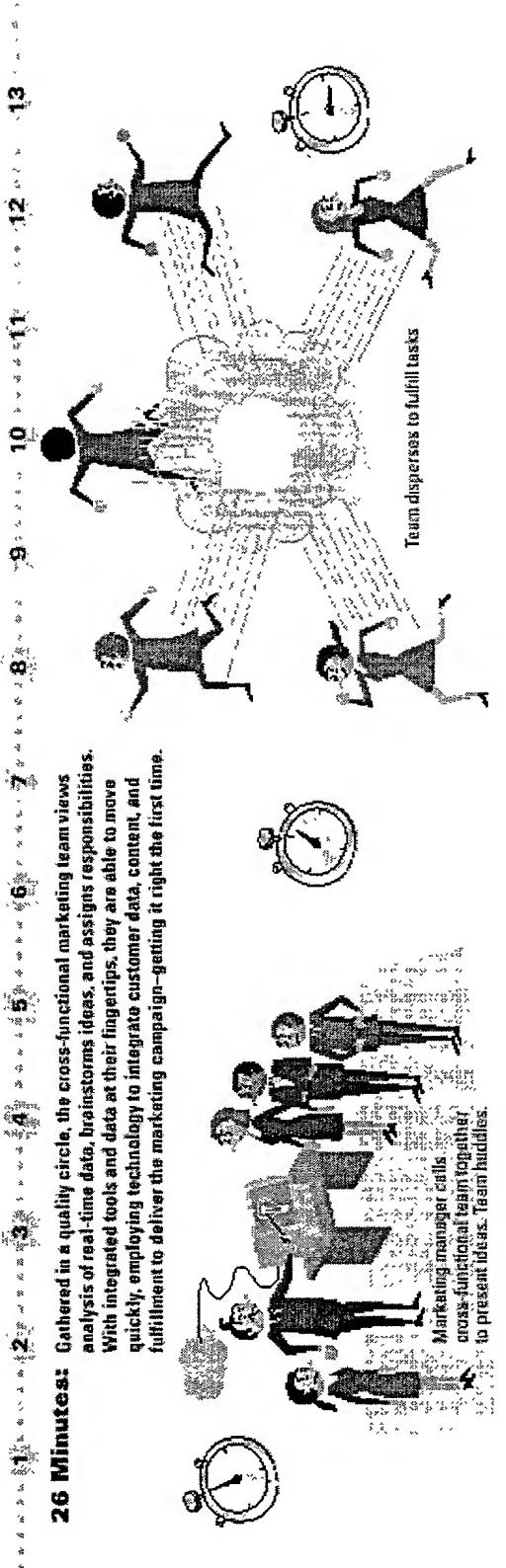
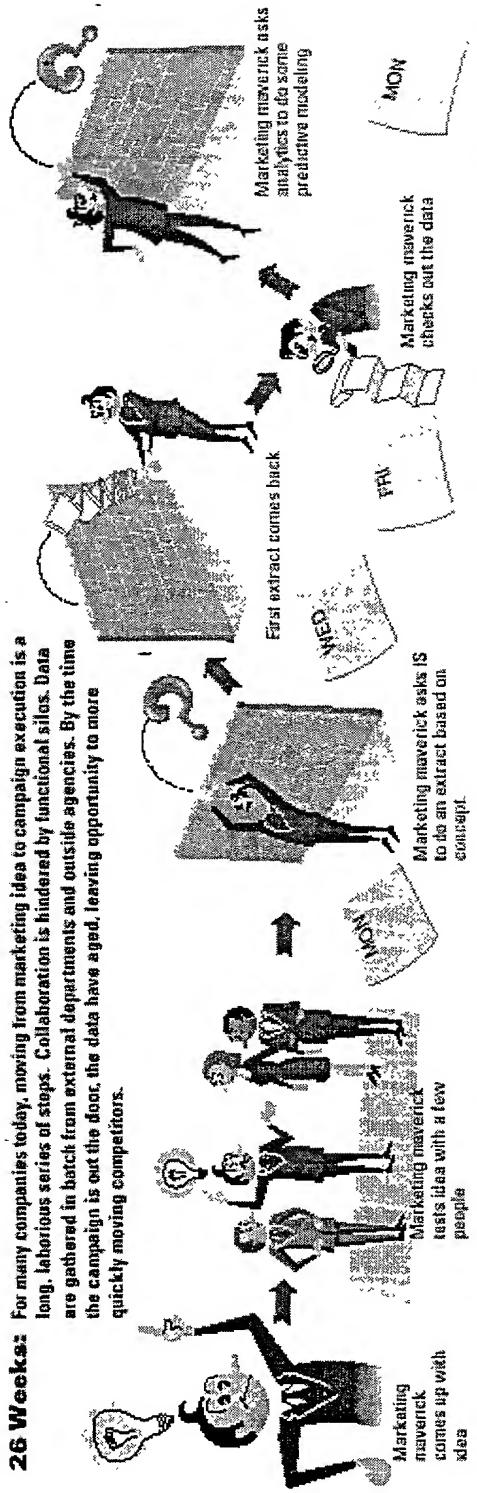
FIG. 12

# FIG. 13A

## ANATOMY OF A MARKETING CAMPAIGN: THEN AND NOW

### 26 WEEKS VS. 26 MINUTES

**26 Weeks:** For many companies today, moving from marketing idea to campaign execution is a long, laborious series of steps. Collaboration is hindered by functional silos. Data are gathered in batch from external departments and outside agencies. By the time the campaign is out the door, the data have aged, leaving opportunity to more quickly moving competitors.



**26 Minutes:** Gathered in a quality circle, the cross-functional marketing team views analysis of real-time data, brainstorms ideas, and assigns responsibilities. With integrated tools and data at their fingertips, they are able to move quickly, employing technology to integrate customer data, content, and fulfillment to deliver the marketing campaign—getting it right the first time.

Fig. 13B

